HERE'S A *Profitable* SALES IDEA

with these MEDUSA PRODUCTS

How to turn SMALL CEMENT ORDERS INTO MORE PROFITABLE *special* CEMENT SALES

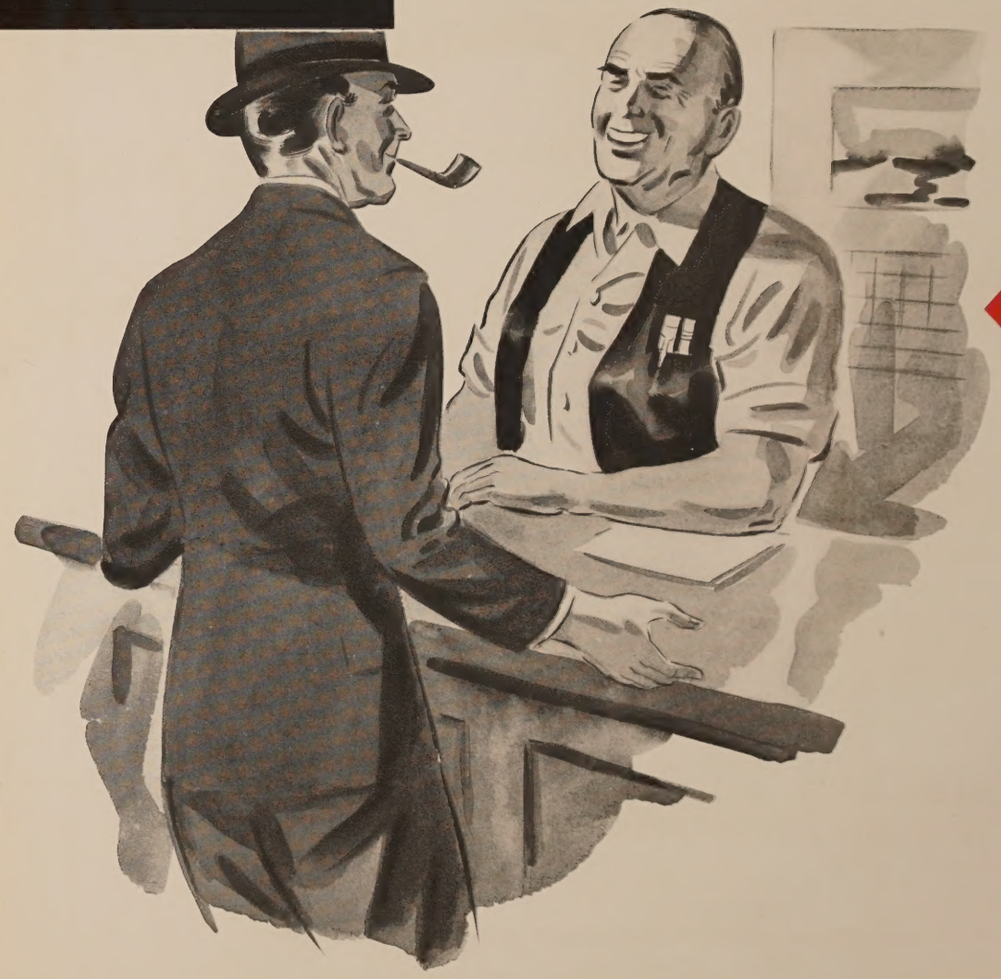
In this folder we are offering you an easy plan to turn smaller cement orders into more profitable "special cement" sales. Every small order customer has a particular purpose for that cement. Nine times out of ten there is a better cement for that purpose. It may be a waterproofed gray Portland cement, it may be a white cement, possibly a waterproofed mortar cement for brick or stone. If the customer is in a hurry to get a job finished, there is a chance that a high early strength cement would answer his purpose better. The Medusa Portland Cement Company manufactures six of these special cements, one or more of which can be used to better advantage by almost any small order customer. At the right we have given a list of uses that the small order customer may have. And then we show opposite one or more of the six special Medusa Cements that can be used to a better advantage.

These special cements cost only a trifle more than regular gray cement. The difference is so little and the advantages so obvious that almost any customer would be willing to pay the difference for these advantages. Since the selling price is more, your profit is greater. But you say, "We buy our cement in car load lots." That, too, is taken care of, since you can buy these six cements together with gray Portland cement in mixed car lots. Here indeed is a big saving. It is a great set-up. You buy these six Medusa cements in mixed car lots at a saving. They bring higher prices and more profits and they give your customer much greater advantages than ordinary gray cement.

All you need do to put this plan into effect is to place your order for a mixed car lot of these seven cements described on the back page. When your customer orders, ask him this one question, "What are you using the cement for?" With his answer you can quickly show him how a special cement will be better suited to his requirements. Please remember in every case you are introducing a better product to your trade, which in turn means more sales with more profit to you.

1

YOUR CUSTOMER ASKS FOR A FEW BAGS OF GRAY CEMENT



MORE PROFITS FOR YOU—GREATER SATISFACTION FOR CUSTOMERS

2

HE IS GOING TO USE THEM FOR MAKING . . .

3

BUT HE CAN DO A BETTER JOB BY USING THESE CEMENTS AND YOU MAKE MORE PROFITS

Foundations Silos Manure pits Small bridges and dams Basement floors Spring houses Ice houses Water tanks and troughs Retaining walls Pointing	Piers Chimneys Garage floors Area ways Mortar Concrete blocks Storage cellars Feeding floors and wallows Plaster coats Steps	**Medusa Waterproofed Gray Portland Cement**
Mortar, face brick Pointing	Mortar, stone	**StoneseT**
Mortar, common brick Chimneys Pointing	Cement blocks Area ways	**BrikseT**
Cold weather concrete Steps Rush jobs Fences	Sidewalks Driveways Posts	**Medco**
Bird bath Garden pools	Steps Pointing	**Waterproofed White**
Watering troughs Dairy barn floors Milk houses and tanks	Well platforms Culverts Outside fireplaces	**Waterproofed Gray or Waterproofed White**
Posts Blocks Fences Stucco	Garden furniture Trim stone Colored concrete Steps - Curbs	**White or Waterproofed White**

ORDER THESE

7

MEDUSA CEMENTS IN MIXED CAR LOTS

MEDUSA WATERPROOFED GRAY PORTLAND CEMENT — This is a standard gray Portland cement with the proper amount of Medusa Integral Waterproofing ground in at the mill to insure proper distribution. It is used in concrete, stucco or mortar, wherever protection from the elements or moisture or dampness is desired.

MEDUSA WHITE PORTLAND CEMENT — This is a standard white Portland cement, used like gray cement but gives a beautiful, white, colorful or tinted effect when desired. It is non-staining.

MEDUSA WATERPROOFED WHITE PORTLAND CEMENT — This is our regular white Portland cement with the proper amount of Medusa Integral Waterproofing ground in. It is unsurpassed for stucco, stone mortar or any other concrete work where a beautiful white, waterproofed finish is desired.

MEDCO HIGH EARLY STRENGTH CEMENT — When a customer is in a rush, by all means sell Medco. It gives the normal 5 to 7 days strength in 24 hours. It is easy to use and saves plenty of time and money.

MEDUSA BRIKSET — The customer who wants to get a waterproofed brick wall, uses this prepared masonry mortar cement. No lime is needed and it gives a beautiful, waterproofed finish for brick mortar.

MEDUSA STONESET CEMENT — A non-staining waterproofed mortar cement for setting, pargeting and pointing cut stone, face brick and glass block. It is unsurpassed for a beautiful, waterproofed mortar job on stone walls.

MEDUSA GRAY PORTLAND CEMENT — And finally there is Medusa Gray Portland Cement.

Write for quotations on mixed car loads of these seven Medusa Cements

Hundreds of dealers are making
GOOD PROFITS ON MEDUSA PAINTS

MEDUSA PORTLAND CEMENT PAINT — Dealers who are furnishing materials for brick, block concrete or stucco construction have the first opportunity to sell the customer the first paint on the market for this type of construction—that's Medusa Portland Cement Paint. This paint has a cement base which keys the finish perfectly to concrete, stucco or masonry walls. It can be used on interior or exterior, damp or dry surfaces. It contains no oil, glue, lime, casein or any other material affected by lime, alkalies or water, hence cannot peel, chip or dust off.

MEDUSA FLOOR COATING — Anyone who has ever tried to paint concrete floors knows the difficulty involved to overcome these difficulties. Stock and sell Medusa Floor Coating, a finish that is alkali, water and abrasion resisting. It makes a beautiful interior concrete floor finish. This material is especially suited for basement floors.

MEDUSA - LITE is an economical finish for interior walls and ceilings. Supply your customers with Medusa-Lite. It is inexpensive, mixes with water, and is easy to use. This is a fast moving item and one that every building supply dealer should stock.

Complete information can be had on any of the above products including literature, color guides, etc., by making your request known in detail.

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